



PRESS RELEASE
ON THE MOLDOVA TOURISM FORUM 2021
(27 May 2021, Online)

Invited by the Moldovan Investment Agency, the BSEC PERMIS Secretary General, Ambassador Michael B. CHRISTIDES, took part in the Moldova Tourism Forum 2021 on May 27, 2021. The two-day agenda of this hybrid event included discussions, case studies and workshops related to global trends and best practices, regional initiatives and success stories with numerous prominent panelists who shared their vision, experience and tools to relaunch tourism towards a more sustainable, inclusive and resilient tourism sector.

To reflect political support and send out a strong message of hope to the Moldovan tourism sector, participants to the event were welcomed by the Acting Prime Minister of the Republic of Moldova Aureliu CIOCOI and by the State Secretary of the Ministry of Economy and Infrastructure, Mihail LUPAȘCU. Both pointed out that, despite the difficulties encountered, the tourism industry in the Republic of Moldova has shown that there is room for shaping another reality, displaying adaptability and an innovative spirit. Addressing the Forum, UNWTO Director for Europe Alessandra PRIANTE conveyed Secretary-General Zurab POLOLIKASHVILI's message and highlighted some of the key challenges facing tourism, while advising on solutions for its safe, responsible and sustainable recovery.

Following on from the previous speakers, the BSEC PERMIS Secretary General outlined the activities and accomplishments of BSEC during the challenging pandemic period. Furthermore, Ambassador CHRISTIDES focused on the "lessons learned" and the conclusions that emerged from our recent experience and, in this context, emphasized the need and urgency for greater cooperation and coordination among countries, especially given the fact that travel and tourism are among the biggest economic casualties of the ongoing COVID-19 pandemic.

The Forum offered an excellent collaboration platform, combining the joint efforts of governmental agencies, industry stakeholders and academia to discuss different strategies to help transform tourism and lay the foundation for more sustainable and safe models and initiatives to comply with the new requirements. It was also an opportunity to promote Moldovan tourism, its diversity and potential. The event culminated with the awarding of prizes to ambassadors of national tourism, the best newcomers to the domestic tourism industry, as well as to those who managed to transform the challenges of the crises into new development opportunities.